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Research Paper on Nature on Buying Behavior and Motives of Customers: A Study of Selected Household Electronic Goods

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Abstract:

Consumer behavior in the real world often differs from that predicted by economics and policy. Drawing together evidence from behavioral economics and marketing, this paper sought to explore consumer behavior and buying motives relating to the purchasing of selected electronic products and thus helpful for consumer durable companies in deciding and implementing their sales strategy for the promotion of household electronic goods. The present study is conducted on 400 buyers of selected goods – refrigerator, television, and washing machine, in Noida city of Uttar Pradesh. A structured questionnaire was distributed to the buyers contacted at their residence / workplace at their convenience which include their personal information and they were asked about the brand of the electronic goods they had purchased, selection criteria for a particular period, main role player of purchasing a particular product, source of information and buying motives for selecting the product.

Keywords: Strategy, behavioral economics, consumer behavior etc.

1. Introduction

Consumer behaviors means in simplest from selection, purchase and consumption of good and services by consumers for satisfaction of their wants. The consumer buying nature is a complex process as a number of internal and external factors influence the buyer's decision making and consumption pattern. The of consumers help from and organization emperor their marketing strategies by understanding issues such as psychology of how consumer their feel reason and select between different alternatives e.g. brand product, the psychology of how the consumer influence by his or her enrolment such as culture family, sign media etc. the behavior of the consumer while shoring or making other marketing decision, illusion in consumer knowledge or information processing burliest influence elusion and marketing outcome, how consumers motivation and decision strategies differ between product that differ in their level of importance interest that they entail for the consumer, how marketers. Can adopt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. In most cases, other external factors such as price, special offer brand name, brand loyalty and type of product all these played an influential role in purchasing decision (FSA 2009)

1.1. Buyer Behavior Model and Buying Process

The Howard Seth Model explains the behaviors of consumers as a result of a behaviors input-output system. John Haward and Jagdish Seth propounded this model in 1969 published in the theory of buyer's behaviors. This model explains the powers as input in the form of stimuli, output as attention to given stimulus tends with purchase, with hypothetical variables as they can't measure directly, it affecting perception of learning in input- and output. Thus model is categorized as a system model in which human being is analyses as a system with stimuli as a system input and behaviors as the output of the system there are different powers unwashed in the consumer behavior around. Initially the consumer there to found what consumable good he wants to consume among all the option available to him and select-the one when it satisfies power among all after this he determine his capacity of spending money for the particular commodity and last but not the least he analysis the comparative particular prices of a commodity and take the decision about the commodity which he should consume.

2. Objectives

1. The man objectives of this research papers are.
2. To land the factions influencing the selection and purchase of household electronic product.
3. To study the factors affecting consumers purchase behaviors.
4. To know the brand preferences of the consumers.
5. To identify the motives involved in purchasing household electronic product.

These objectives are set as the brand preference building is an effective mechanism to present the product or brand name and particular need through constant and simultaneous repetition. In the UK, research has found that consumers are willing to spend time reading a lot of available information and that the formal, legal language of much information is confusing. Secondly family members play a vital role in consumer's behavior. The changing structure of the family until also may influence the role of children in decision making (Rindfleisch, Burroughs & Denton,1997)

3. Research Methodology

The research design used to you the research problem unhand is causal research as the objectives is to determine which variable might be causing certain behaviors i.e. there is a cause and effect relationship between variable. In order to determine cause and affect it is important to hold the variable that is assumed to cause the change in other variable (s) constant and then the measure the changes in the other variable this type of research is can never be completely. Affection that there are not other yellers unflinching the causal relationship especially when declaring water propels attitude and outwards. When affect the consumer behaviors methodology is design in such a why as it consumers some independent valuable and other dependent variable independent variable such as one is and of the product, other criteria type is price of a product, technology learned name and recognition of a company selected is secure and medium of information follow is each individual member of a family plays a why influencing we and last consumer motive(quality good wise, need etc.) whereas dependent variable as consumer vagarious and other is consumer buying motives.

3.1. Product Class

In this paper the product class is household consumer electronic durable selected household product in the product class are music system refrigeration and washing machine.

3.2. Sample Design and Sample Sign

Sample design adopted for the research problem in hand is convene sampling the sample sign for the study is 200 consumers selected randomly and the sample unit of the research paper including male female buyers of selected household electron good. The sample research area for the study in hand was Noida city of Uttar Pradesh.

3.3. Methods of Data Collection

Both primary and secondary data were collected. The primary data for the study was directly collected from large respondent through structured questionnaire. This questions include respondent were brand of the electronic product they had purchased, selection criteria for buying a particular product, man we player in purchasing the product, sources of information search, motives for selecting the product etc. the sundry data for the study was collected from different magazine internet prodigal's boons report and publication of assertions related to consumer durable industry. Statistically tools such as table's percentages, chi-square test-were used for analyzing the data which help in arriving at sound conduction.

4. Analysis of Data

4.1. Hypothesis 1: There Is a Significant Impact of Brand of a Company on the Consumer Purchasing Behavior in Regard to Specific Electronic Product

S. No.	Company Brand	Music System		Refrigerator		Washing Machine	
1	Sony	55	27.5	35	17.5	39	19.5
2	Samsung	37	18.5	10	05.0	12	06.0
3	Videocon	27	13.5	35	17.5	72	36.0
4	Sansui	9	04.5	0	0	0	00.0
5	Oneida	19	09.5	0	0	3	01.5
6	BPL	30	15.0	01	00.5	10	05.0
7	Philips	7	03.5	01	00.5	0	00.0
8	L.G.	5	02.5	0	00	0	00.0
9	Panasonic	3	01.5	0	0	0	00.0
10	Crown	3	01.5	0	0	0	00.0
11	AKAI	2	01.0	0	0	0	00.0
12	Whirlpool	0	00.0	33	16.5	26	13.0
13	Dewoo	1	00.5	01	00.5	0	00.0
14	Zenith	0	00.0	01	00.5	00	00.0
15	Kenwood	1	00.5	00	0	0	00.0
16	TCL	2	01.0	00	0	01	00.5
17	Voltas	0	00.0	06	01.5	00	00.0
18	Kelvinator	0	00.0	23	11.5	01	00.5
19	Godrez	0	00.0	37	18.5	01	00.5
20	Electronics	0	00.0	02	00.5	03	01.5
21	Sharp	01	00.5	0	00	0	00.0
22	Weston	01	00.5	0	00	0	00.0
23	Alurn	0	00.0	12	06.0	0	00.0
24	Maharaj	0	00.0	0	00.0	02	01.0
	Total	200	100	200	100	200	100

Table 1: Brand of Electronic Products

➤ Company brand. Table I show that the brand of the electronic product which was purchased by respondent recently. As postulated in the first hypothesis H1 there is a significant impact of the brand on the purchasing behavior of a consumer in regard to specific electronic goods. The table I shows. That ¼ (27.50) has purchased Sony Music System in spite of lot of brand durable in the market. The purchase of Godrej Refrigerator is highest as (18.50) followed by Videocon and LG. (both 17.50%) the washing machine is captured by Videocon brand is selected area the Noida City (36%)

4.2. Hypothesis 2: Consumer Are Always Rationale in There Buying Motives and Purchasing Behavior and Criteria Take Price of the Product (Economical Aspect) Technology Used in Product (Technical) Recognition and Brand Name of the Company Effect There Purchasing Behavior and Motives of a Consumer

Product	Technical		Economical		Servire and Statis of a Claim		Brand		Quality		Total
	No	%	No	%	No	%	No	%	No	%	
Music System	81	32.5	20	4	9	3.5	76	30.5	74	29.5	250
Refrigerator	74	29.5	18	7.0	11	4.5	58	23.0		36.5	250
Washing Machine	112	45.0	8	3	33	13.5	49	19.5		19.0	250

Table 2: Selection Criteria for the Particular Company’s Household Electronic Goods
(Below Table) Chi Sqr = 89.522 dy = 8 ; Result = Highly Significant (P<0.001)

Table 2 shows the selection criteria for the particular company as has been hypothesis in second hypothesis H2 that influence purchasing behavior and motives of consumer. The above table shows that the man selection criteria for purchasing music system is technical aspect (32.50) followed by brand name(30.5) and quality (29.50) the main criteria for selecting refrigerator is quality (36.50) followed by technical consideration (29%) and brand name (23%) while selection criteria result for purchasing washing machine shows that 45% respondent area that technical aspect is the main selection criteria followed by hand (19.50) and quality 19% this fact is tested statistically by applying chi-square test and result came out to be highly dt=8 P<0.00 significant (X²=89.522) dt=8, P<0.001 thus H2 is supported and chi square test’s result are conforming that consumer are always rationale in this buying motive and purchase attitude and criteria like price of the product, technology used in product (technical aspect) brand name and recognition of a company (goodwill and quality) effect this purchase behavior and motives of goods hence it is concluded that technical aspect brand name quality of a product are the main selection criteria for purchase electronic product.

4.3. Hypothesis 3: Source and Medium of Information Is One of the Major External Factor that Influence Buyer Behavior and Motives for Good

Product	TV & Internet		News Paper		Friends & Relative		Personal		Salesman		From Shop		None		Total
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	
Music System	55	27.5	64	32.0	48	24	6	3.0	10	5	8	4.0	9	4.5	200
Refrigerator	6	33.0	75	37.5	42	21	9	4.5	5	2.5	4	1.0	1	0.5	200
Washing Machine	63	31.5	74	37.0	45	22.5	10	5.0	4	2.0	2	1.0	2	1.0	200

Table 3: Source of Information for Purchasing Household Goods
(Below Table) Chi Sqr = 89.522 df = 8; Result = Highly Significant (P<0.001)

Table 3 shows the source of information for purchasing household goods. This table indicates that the main source of information for purchase of music system is newspaper and magazines (32.25%) followed by television (27.50%) and trends and refrigerator as it was found that (37.25%) purchases use internal as the main source of information followed television 33% and friends and relative (22.50), over it can be sound that the main source of information for purchasing product are internet and magazine television and friends & relatives. This fact is further informed by applying that of association between source of information and electronic product. The chi square lest result is highly significant (chi sq =45.85), dt=12 P<0.001) which shows type of electronic product and source of information are not independent. Hypothesis 3 postulated that source & medium is one of they major external factor of information that influence purchase behavior and motives for electronic good has been thus, confirmed by the result of chi-square test.

4.4. Hypothesis 4: Every Member of Family Including Spouse Plays a Very Informing Role in Purchasing Behaviorious of a Consumer of Home Electronic Goods

Product	Husband		Children		Wife		Husband & Wife Together		Mother		Father		Neighbor & Relative		Total
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	
Music System	35.8		33	6.5	29	14.3	20	10.0	10	5.0	34	17.0	03	1.5	200
Refrige.	47	24.3	17	8.5	63	31.5	22	10.8	25	12.5	24	12.0	1	0.5	200
Washing Machine	37	18.5	13	6.5	77	38.5	20	10	31	15.5	20	10.0	2	1.0	200

Table 4: Man Role of Inderdual in Purchasing Houshord Electronic Good.
Chi Sqr = 120.712 dy = 12 ; Result = Highly Significant (P<0.001)

Table 4 shows the main role of every single member who pays the main role in purchasing the household electronic goods. When it was asked to respondent about the member in a house who gave influence in purchasing particular product an internship conclusion comes out in observation that purchasing a Music System husband plays an improvable we, whereas in purchasing refrigerator and washing machine wife plays an important role. Hypothesis 4 is suggested what each member of a family plays an important role in buying behaviors of consumer of electronic goods. Chi square test of association also shows significant association between the type of product purchased and main role played by an individual in family.

4.5. Hypothesis 5: Consumer Behavior (Quality of A Product, Goodwill, Availability, Services, Advertisement, Etc) Is the Important Factors that Affect the Consumer Buying Behaviour and Consumption Pattern of Specific Household Electronic Product

Product	Goodwill		Need		Quality		Guarantee		Services		Advertisement		Entertainment & Knowledge		Easily available		None	
	No	%	No	%	No	%	No.	%	No.	%	No.	%	No.	%	No.	%	No	%
M.S.	45	22.5	46	23.00	51	25.5	3	1.50	10	5.0	7	3.50	15	7.5	2	1.0	2	1.5
Ref.	43	21.75	44	21.75	62	31.0	3	1.5	8	3.8	6	3.0	12	6.0	5	2.5	18	9.0
W.M.	48	24.0	54	27.0	57	28.3	8	4.0	6	2.5	5	2.5	9	4.5	12	6.0	2	1.0

Table 5: Move Behand Purchase of Houshold Electronic Goods

Chi Sqr = 66.563 dy = 16; Result = Highly Significant. (P<0.001). M.S: music system; W.M: Washing Machine

This hypothesis suggests the buying behaviour of a consumer, these factors that have high influence on the buying habit of a consumers and consumer's pattern. The above table indicate that quality (25.50%) is the main motive for purchasing music system followed by goodwill (22.5%) and need (23%). While for refrigerator purchase the same trend is observed (quality,31%; Goodwill 21.75% and Need 21.75%). Whereas for the purchase washing machine, main motive of purchase is quality (28.25%) followed by need (27%) and goodwill (24%). Overall it can be said that the main motive behind purchasing a particular household electronic goods is quality of a good followed by the need of a good and thereafter goodwill of the product. Regarding other factors taken under study, customers give least weightage to guarantee, services, advertisement, entertainment and knowledge etc. Chi-Square test also shows that purchase of a particular product is not independent of some particular motive behind purchasing particular electronic good.

5. Finding

The paper highlights that the selling household electronic goods, companies have to concentrate more on media of promotion of a specific product through newspaper, magazine and television to make the product popular from informs consumer about the qualities that differentiate their product from those available in the market of that product. The study also shows that the husband and wife plays the main role in purchasing the household electronic goods. The paper also comes up with the finding that in the purchase of household electronic goods, the main selection criteria is technical aspect in case of music system and washing machine, followed by brand name and quality whereas in case of refrigerator the criteria become quality followed by technology used and brand of the product. The study also depicts that the main motive for purchasing a particular household electronic good is its quality, need and goodwill. Consumers do not make their decisions in a vacuum their purchases are highly influenced by cultural, social, personal and psychological factors which are non-controllable by the marketer but must be taken into consideration as well as the source, medium and reliability of medium of information. The study shows that consumers are open to new and different product from time to time. The need of time is that consumers just want the product to be flexible and adaptable to their needs and preferences.

Conclusion

The results derived from the study indicate that for selling household electronic goods, the companies have to concentrate on information media for popularizing their products. In this case the main criteria of selection of an electronic good are technical aspect followed by quality and brand name. Buying motives studied in this research are quality of product, need of the consumer and goodwill of the company. The study will intimate the main influencer as well as the role of individual in buying process in regard to electronic household. The findings drive from the study will be helpful for consumer durable companies in deciding and implementing their sales strategy for the promotion of household electronic product. Thus, electronic goods producing companies in framing their marketing policies, must take into consideration, consumer behavior towards electronic goods, according to the changing needs and demand of the consumer thus satisfying their existing customer needs and gain potential consumer for sustain development and thus acquires competitive advantages in the highly dynamic and ever changing highly competitive electronic goods durable.

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